

ABSTRACT

An electronic billboard provides a "third-party" response-number for viewers to respond to a currently displayed electronic message. For the duration that a message is displayed on the electronic billboard, and optionally for a short duration afterwards, calls that are received at the response-number are routed to a contact-number of the party that posted the message. Because the contact-number to which the response-number forwards the response is not known to the sender of the response, the identity of the poster of the message remains anonymous. Because the duration that responses to the poster of the message is limited, the amount of abuse that a responder can inflict upon the poster of the message is limited.